



7 Tools to Boost Your Hotel Sales

As a hotelier, there is nothing more disheartening than walking down a hallway with empty hotel rooms taunting you as you go by.

So, here are seven tools that'll help you sell reservations faster this 2020.



01

Prospecting tools

Why do you need it?

Whether it is B2B or B2C, social media is a key companion during the entire buyer journey. In fact, [three out of four](#) B2B buyers now rely on social media to engage with peers about buying decisions. So, it is imperative for you to be active in social channels where you can find and engage with high intent, good quality leads

Recommended tools: LinkedIn Sales Navigator, Leadfeeder



02

Communication tools

Business Email Accounts:

Why do you need it?

While standard email addresses look generic, business email ids

- Make your emails look professional
- Look less spammy, and
- Impel your prospects to take you more seriously

Recommended tools: Google, Outlook

Live chat:

Why do you need it?

57% of online customers will abandon your website if they don't receive a quick answer. Integrating live chat tools with your website can catch customers as soon as they enter your website, answer queries real-time, and help you close more bookings proactively.

Recommended tools: Freshchat, Olark



03 Channel management system (CMS)

Why do you need it?

Listing your property on platforms like Expedia and bookings.com would fill your rooms faster as you can't depend on direct bookings alone.

The downside-

You will have to manually manage your listings in these sites, and update them each time you make a sale. Else, you run the risk of overbooking. This not just takes a toll on productivity but is also prone to manual errors.

A **CMS** comes handy in such scenarios. It **manages** your hotel room inventory, **sells** reservations on the booking sites, and **automatically updates** your inventory with each sale. It also gives you **reports and metrics** to keep track of the ones that bring in the most revenue.

Recommend tools: Cloudbeds, D-Edge



04

Helpdesk

Why do you need it?

Social credibility is everything and that's where most of your guests post their experiences and create validation. One small glitch in your guest's experience, your online credibility takes a dip.

But we know mistakes tend to happen. It is how quickly and efficiently you solve the customer's problems that makes all the difference.

Support tools **capture** grievances and social mentions fast, **assign** them to the right person and help **resolve** issues fast, hopefully winning some 'hearts' along the way.

Recommend tools: Freshdesk, Help scout



05

Survey tools

Why do you need it?

Did you know? **53%** of travelers do not prefer to book a hotel with no reviews, and **46%** of travelers post hotel reviews on various sites.

So why not make this feedback more intentional and bring in testimonials from your guests? This would advocate for the excellence of your hotel and ultimately boost sales.

Finding out what your customers' thoughts will also help you understand

- The needs and grievances of your customers and use insights to take positive steps towards building that elusive "customer loyalty."
- A variety of guest personas and their expectations.

Recommend tools: SurveyMonkey, Google forms, JotForm



06 Property Management System (PMS)

Why do you need it?

A Property Management System (PMS), manages and, to some extent, automates admin tasks such as check-in, check-out, accounting, hotel room allocation, inventory management, housekeeping, and even guest communications.

Recommend tools: Oracle Hospitality, Hotello



07

Customer Relationship Management (CRM)

Why do you need it?

A Property Management System (PMS), manages and, to some extent, automates admin tasks such as check-in, check-out, accounting, hotel room allocation, inventory management, housekeeping, and even guest communications.

Recommend tools: Oracle Hospitality, Hotello



PMS + CRM



When the CRM and PMS act together, the guest and prospect information meets hotel operations, replacing time-intensive, spreadsheet-heavy processes.

This integration allows a single profile to include the guest's photo, stay history, total spend and booking patterns, interests and preferred locations of stay, preferred room types, links to social profiles, satisfaction, loyalty program status, and feedback from previous stays.

That's the power you can unleash when all your hotel sales tools talk to each other.